

Amendments to the Specification:

Please replace the paragraph beginning at page 12, line 11 with the following amended paragraph:

A similar scheme is applied to fitness centers whose estimated usage exceeds the threshold for charging no base rate or service fee (step 418). In these fitness centers, actual usage is also compared with estimated usage in FIG. 4B (step 426). If actual usage exceeds a requisite e-marketing threshold (step 428) then these fitness centers can potentially share a revenue generated from the various e-marketing activities (step ~~428~~430). In some cases, this e-marketing threshold may need to be set higher, for example, if profit margins on the e-marketing are small or relatively low compared to the NED cost. Using this pricing model, fitness equipment used by these latter fitness centers shifts from becoming a capital expenditure to becoming a source of revenue.

Please replace the paragraph beginning at page 18, line 1 with the following amended paragraph:

A selective reset process 900 determines at a predetermined interval if the reboot timer period has elapsed (step 906). This predetermined time period is less than the time set in the reboot timer. If the reboot timer has elapsed, selective reset process 900 determines if an "ok" signal has been transmitted from the NED (step 908). If the "ok" signal was transmitted from the NED, then the reboot timer period is reset to the predetermined time period (step 904) and the selective reset process 900 is repeated. Alternatively, if the "ok" signal has not been transmitted, selective reset process 900 sends a "reboot" signal to processor causing it to reset (step 910). In one implementation, the NED transmits an "ok" signal in a command string transmitted over a serial port connected to an embedded processor executing selective reset process 900. The command string contains a one character command optionally followed by a four character datafield. The embedded processor executing selective reset process 900 reads the characters off the serial port and performs the operation specified in FIG. 9.

Please replace the paragraph beginning at page 18, line 29 with the following amended paragraph:

These values are compared with corresponding metrics defined by the content and service providers according to the markets they are interested in targeting. Accordingly, custom content process 1000 then selects available content and services based on the comparisons (step 1010). At this step, custom content process 1000 selects content and services that most closely matches the user profile information. Custom content process 1000 then formats (step 1012) and displays the content and services ~~for display on the display device (step 1012 1014)~~. For example, FIG. 11 shows interface 1102 and interface 1104 with content customized for a particular user. Specifically, interface 1102 includes several advertisements that may be of interest to the particular user on the NED. Similarly, categories of information on interface 1104 are also selected because of the potential interest in the user operating the NED.

Please replace the paragraph beginning at page 20, line 3 with the following amended paragraph:

Selection of the primary e-marketing content is made according to the comparison (step 1208). The specific selection criteria for the primary e-marketing content generally depends on specific campaigns designed by the e-marketers. The selection criteria developed from these campaign descriptions include user targeting information and various campaign metrics for measuring the efficacy of the advertisements. Once the primary advertisements are selected, custom e-marketing process 1200 also downloads secondary and if appropriate tertiary e-marketing content in preparation for subsequent display of the content (step 1212). To obviate download delay times for the user, the secondary and tertiary content can be downloaded and stored on each NED at night while the user is not operating the NED. Secondary e-marketing content is stored (step 1214) on a storage device such as on a hard-disk on the NED or a server connected to the network. Custom e-marketing process displays e-marketing content on the display device of the NED (step 1216) meanwhile a third-party is notified the primary e-

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marketing content impression was presented to a user(step 1218). If the user does not select the primary e-marketing content this process is repeated with a new primary e-marketing content (step 1220).